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BROOKS ANNOUNCES PICTOMETRY IS
OCTOBER BUSINESS OF THE MONTH

Monroe County Executive Maggie Brooks today announced that Pictometry has been selected as Monroe County's "Business of the Month" for October and will be featured on Monroe County's website, monroecounty.gov. Brooks launched the online "Business of the Month" feature last year in an effort to recognize and promote local companies that are retaining and creating jobs, and investing in the community.

Last month, County Executive Maggie Brooks joined Richard A. Kaplan, President and CEO to announce that Pictometry will invest $10 million to expand its operations and create 20 new jobs in Monroe County. Pictometry currently employs 90 people in Rochester and over 120 nationwide. To assist in the expansion project, the County increased Pictometry's acreage in a Monroe County Empire Zone and COMIDA approved incentives for equipment purchases.

"*Pictometry represents the kind of entrepreneurial success story we need to duplicate in order to compete in today's global economy. We must focus our resources on nurturing innovation and helping idea-generating companies market their technology and take their business to the next level,*" said **Brooks**.

Pictometry International, a rapidly growing visual information systems company, is the world leader in digital, oblique aerial imaging and measuring software. Pictometry's patented imaging process captures digital images that combined with the company's interactive software solution, enables users to see everywhere, measure anything, and plan everything. The company has a growing customer base that includes more than 200 counties, state and federal government organizations, as well as private businesses. Applications include 9-1-1, GIS, homeland security, law enforcement, emergency management, fire departments, engineering, planning, transportation, utilities, and real estate.

"*Pictometry is very fortunate to be located in Monroe County. Any company would be well advised to investigate the incredible talent in our community,*" said **Richard A. Kaplan**, President and CEO of Pictometry. "*Because of the progressive efforts and leadership of Maggie Brooks and others in our local government, plus our extraordinary local college and university system, Monroe County makes an ideal location for any company to successfully grow its business. We look forward to many more years of growth.*"

Brooks noted that Pictometry's technology is used by County government in several areas and has helped improve operational efficiencies, reduce expenses, and enhance intermunicipal cooperation, which is positive news for taxpayers.

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